Radio Station WWBN
Bethany College
Bethany, West Virginia
March 19, 1949

To IBS Station Managers:

As explained in the attached memorandum, I am trying to influence one or more national picture magazines to do feature articles on IBS. The more favorable publicity we get, in national magazines as well as trade publications, the easier it will be for us to get national, and local, advertising. Publicity for IBS will also be of value to those of us who hope to enter the broadcasting industry.

With this idea in mind, I am soliciting photographs and data from IBS stations. I am particularly interested in the following types of photographs:

1. Pictures of special events broadcasts (remotes)
2. Pictures of broadcasts featuring nationally known figures
3. Pictures of student reaction to programs, or incidents brought about by programs
4. Pictures, of anything connected with the station, that have national news interest.

These pictures should demonstrate the photographic possibilities of college radio and help me bring out the fact that it would make a good picture story. Although there is a possibility that a magazine may use some of the photos submitted, (and pay the photographers nominal sums) it is more likely that, if interested, they will send out their own photographers. So if you think up a good "angle" for your station , or if there is a special event comming off this spring, please let me know about it and I'll try to get a magazine to cover it.

Please reply as soon as possible as I hope to bring pictures and data to New York with me during the spring recess.

Bob Fuhrman

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